

Food design on show with Pininfarina



On November 26 and 27, at the Palazzina di Caccia of Stupinigi (Turin), Golosaria dedicates the *Food design, beauty and creativity* exhibition to Pininfarina

Food and design will be taking front stage at the Palazzina di Caccia of Stupinigi where, on Sunday November 26 at 11.30, the "Food design, beauty and creativity" show will be inaugurated, an exhibition addressing the phases of the design and production of "cult" objects by Pininfarina in the food & drink sector.

The show, hosted by the VII edition of Golosaria, a food and wine exhibition organized by the Club di Papillon, involves three Pininfarina Extra customers: Gancia, Lauretana and Lavazza. The bottles of the three sparkling wines, specifically designed to mark the start of cooperation between Gancia-Pininfarina: Asti Docg Gancia Method, Prosecco Extra Dry and Rosé Brut will be on show. Lauretana will be represented by the 0.75-l water bottle designed by Pininfarina in 2000. Cooperation with Lavazza will be reflected in the express coffee machines with pods of the Lavazza Blue family: LB1000 (for the home) and LB2000 (for professional use).

A corner of the exhibition will be dedicated to two objects/symbols of Torino 2006, both produced by Pininfarina Extra: the Torch and a scale model of the Cauldron.